

Press release

RASTAL receives prestigious iF product design award 2005



rastal

DAS GLAS. Und mehr.

The specialist for glass design, RASTAL, has been honoured with the iF product design award 2005. The iF award was presented for the first time in 1954 and today counts as one of the most important design prizes worldwide.

The objective of the iF product design award is the sharpening of the awareness of excellent design, to draw attention to outstanding design work and demonstrate to the users where the differences in the variety of product worlds lie. In over five decades the iF label has become a highly distinctive brand, recognized throughout the world and serving as guarantee of first-class product design.

In the iF product competition 2005 the jury judged 2,322 entries from thirty-one countries. So many submissions had never before been received in the history of the iF awards. This meant the nineteen members of the international jury of top designers had their work cut out in selecting 543 entries in thirteen categories to receive awards. The rating criteria were: design quality, production and finishing quality, choice of materials, degree of innovation, environmental compatibility, functionality, ergonomic features, visualization of usage, safety, as well as brand value/branding.

In the category 05, household/home furnishings, in which a large number of very different products competed for the prizes, 141 entries received the iF product design award for good design, two of them were glass creations by Carsten Kehrein, Head of Design at RASTAL.

Both FOCUS (beer glass) and ON ICE (special glass) received an award.



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FOCUS embodies an impressively clear but unpretentious design language. The design is aimed to fulfil the specific expectations and requirements of younger restaurant and bar customers. The striking design feature is the base section, which, with individual decoration, lends the glass always its own unique character. The organic form helps to make the glass comfortable to hold and fulfils all requirements of the restaurants and bars sector. FOCUS is already in use in restaurants and bars by the Memminger Brewery as the glass for Memminger Weizen wheat beer.



The ON ICE glass demonstrates an inventive combination of glass and ice-cube. Moreover, the classic tumbler has an additional inner indentation in the form of various motifs – also for example, customer-specific. This indentation can be filled with water or coloured flavour concentrates. When the glass is subsequently deep frozen, pouring a beverage into the glass has the effect that the frozen ice form floats upwards like an ice cube. The ON ICE glass is suitable for cold drinks of all kinds. RASTAL has already been granted a patent for its product concept.



RASTAL Design Head Carsten Kehrein: "The iF product design award underlines the importance of good functional design in the marketing of beverages. At the same time, it is of course also motivation for us to continue to keep to our conviction that with our glasses we make the everyday world more attractive for consumers."